

camel charisma catalogue

January, 2011

Camel Charisma introduces „Biocultural paper“ composed of up to 36 species of natural trees, bushes and grasses, made by a unique process that involves natural fermentation in the stomachs of free grazing camels kept by the Raika, the famous camel nomads of Rajasthan. The raw material is then processed in our tiny factory and made by hand into big sheets of paper.

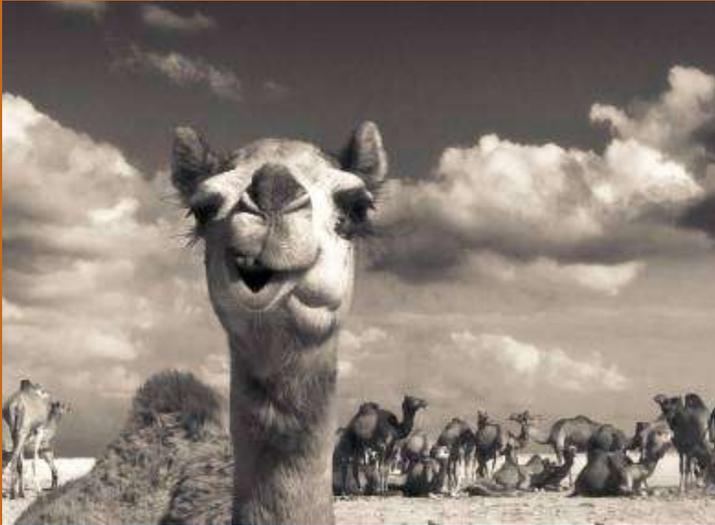
The rationale for this laborious process is to save the camel, to create income for the camel breeders and to generate jobs in the rural areas of Rajasthan.



The Biology

The raw material of our paper is the 36 species of forage plants - ranging from spiky trees, to spiky bushes, and tiny grasses - that the camel likes to eat.





The Processors

Our processors are one-humped camels, also known as dromedaries. The Indian dromedaries are the tallest camels in the world, sometimes measuring over 2 m at the shoulder. Contrary to their reputation, they never spit and are extremely friendly and docile – at least the female of the species. However, better stay away from the male camel when he is in rut and tends to be over excited. But this stage only lasts a couple of months in a year – during the rest of the time, even male camels are perfectly nice!



The Culture

The Raika are the hereditary camel breeders of Rajasthan who believe they were made by Lord Shiva to take care of the camel. Their relationship to his animal is responsible and complex. In fact, they never slaughter camels or eat their meat; they traditionally sold neither milk nor wool and never sell the female camels – which are to be passed on from one generation to the next. Their knowledge about these animals is rich and sophisticated and they are the true guardians of the camel.



The Products

The products of Rajasthan's nomadic camel herds are rare and inimitable.

All our products are from alive and happy camels that roam freely in the Thar Desert of Rajasthan and sustain themselves on hardy desert plants.

Our all natural products are handcrafted mostly by women in isolated villages

Your purchase creates income for desert households and thereby contributes to saving the camel.

Bahí
Katha
diary,
pink (or
in green)



40 pages, 7x4 inches

RS. 200

Bookmark

RS. 10



Photo album

Cloth rimmed cover

20 pages, 8x5 inches



RS. 275

Diary
with
camel
photo
cover 50

pages, 5.8x4.2
inches

RS. 175



Greeting card

Includes green envelope,
5.2 x 5.2 inches

Rs. 45



Notepad

Rs. 15



All prices without packaging and
posting

Camel Charisma is a social enterprise that aims to:

Save the camel as part of Rajasthan's biodiversity and heritage

By increasing income opportunities from the camel

By developing eco-friendly products

Contact

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